

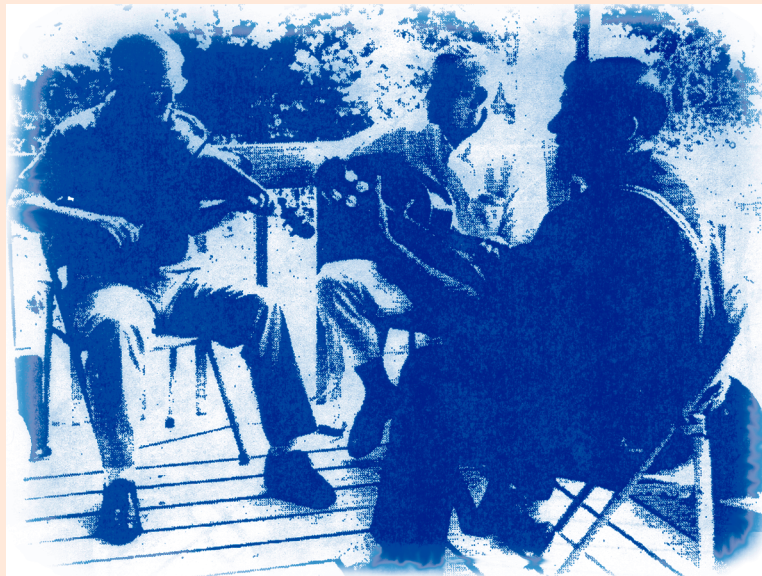
# THE BLUE MOON

A Bimonthly Publication of the Kentucky Arts Council

Volume 9 Issue 3

May/June 2002

## *The Arts, Culture and Heritage Provide Sustainability for Tourism Industry*



Kentucky's most renowned tourist attraction—the run for the roses, the biggest two minutes in international sport, the first Saturday in May—slightly overshadows **National Tourism Week** scheduled for May 4-12, 2002. With that being said, it is still a good time to focus on tourism and the importance of keeping our arts, culture and heritage in the mix of what attracts people to Kentucky.

Kentuckians know that the Derby is much larger than the race itself. It is at once the embodiment of traditions that brand Kentucky to the rest of the world, a springboard for cultural events (See Kentucky Visions, Page 10), and an opportunity to draw guests into other parts of Kentucky that have a rich cultural heritage that does not necessarily recognize the horse as king (See Route 23 Driving Tour, Page 11). The potential for cultural heritage tourism in Kentucky is impressive when we look at some of the national trends in the industry.

Nearly 93 million Americans say they included at least one cultural, arts, heritage or historic activity or event while traveling in 2001, according to a survey conducted by the Travel Industry Association of America. In fact, cultural heritage travel volume is up 10% from 1996. Cultural travelers spend \$631 per trip as compared to the \$457 average of all travelers. They are older (the baby boomers and the matures), are more likely to have a graduate degree, travel longer, but most importantly, they are seeking the authentic experience of the places to and through which they travel.

The private sector is also jumping on the bandwagon. Michael Seltzer, the director of Business Enterprises for Sustainable Travel, a joint initiative of the Conference Board and the World Travel and Tourism Council, frequently talks about *sustainable practices* in the industry.

*Continued on Page 2*



## KENTUCKY ARTS COUNCIL AND STAFF

### Council Members

Janrose Tunnell, Chair .....	Richmond
Ann Duggins Schell, Vice Chair .....	Louisville
Jerry Baker .....	Bowling Green
Stephanie Bateman .....	Louisville
Lila Bellando .....	Berea
Carol Black .....	Louisville
Thomas H. Bonny .....	Irvine
Jennifer S. Maddux .....	Pembroke
Everett D. McCorvey .....	Lexington
Suzanne Rutledge .....	Somerset
Pamela Papka Sexton .....	Lexington
Roanne H. Victor .....	Louisville
Jean Yewell .....	Owensboro

### Staff

Gerri Combs, Executive Director  
Lori Meadows, Executive Staff Advisor  
Ed Lawrence, Public Information Officer  
Louanna Tracy, Secretary

#### Administrative Branch

Carolyn Starbuck, Administrative Branch Manager  
Deborah Catlett, Administrative Specialist  
Sandy Etherington, Grants Manager  
Sandra Lawrence, Information Technology Administrator  
Teresa Wade, Fiscal Officer

#### Program Branch

Daniel Strauss, Program Branch Manager  
John S. Benjamin, Arts in Education Director  
E. Chris Harp, Community Arts Director  
Heather Lyonss, Individual Artist Director

#### Craft Marketing Program

Fran Redmon, Program Director  
Nancy Atcher, Product Development Coordinator  
Anna Marie Walker, Outreach and Training  
Vallorie Henderson, Special Projects Coordinator  
Connie Hicks, Marketing Specialist  
Beau Haddock, Media Communications & Marketing  
Marcie Christensen, Information Technology Manager  
Jill Roberts, Administrative Secretary

#### Folklife Program

Bob Gates, Folklife Director  
Brent Bjorkman, Folklife Specialist  
Mark Brown, Folklife Specialist

**Paul E. Patton, Governor**  
**Marlene Helm, Secretary,**  
**Education, Arts and Humanities Cabinet**

*The BlueMoon is published bi-monthly by the  
Kentucky Arts Council. Please send comments, questions  
and information to:*

**The Blue Moon**  
**Kentucky Arts Council**  
**Old Capitol Annex**  
**300 West Broadway**

**Frankfort, Kentucky 40601 - 1980**

*or call 502/564-3757V/TDD*

*TOLL FREE: 1-888-833-2787*

*E-MAIL: KYARTS@MAIL.STATE.KY.US*

*WEB SITE: WWW.KY-ARTS.ORG*

*This publication was printed with state funds.*



Sustainable practices contribute to the well being of a company's most valuable assets: the people, their culture and the natural environment of destinations and headquarter communities. To illustrate this concept he cites the Ka'anapali Beach Hotel in Maui, Hawaii, which is helping to preserve native Hawaiian culture through a staff-training program. The extensive cultural awareness program, which helps to promote Maui as a cultural destination rather than a strictly recreational one, enhances experiences for guests and employees. As a result, the hotel's benefits include a more dedicated employee base that contributes to better retention and a more loyal customer base, leading to higher occupancy rates, revenues and income. For more specific details on this program go to **[www.sustainabletravel.org](http://www.sustainabletravel.org)** and click on BEST Practices.

Similar inroads are being made in Kentucky through a new Tourism Development Cabinet initiative aimed at the state's own residents, encouraging them to become even better hosts. The Kentucky Department of Travel has created 500,000 "Kentucky, Its That Friendly Host Kits" that are being distributed through Kroger grocery stores across the state. "Each year, 18 million tourists visit the state- and nearly half the people who visit Kentucky come to visit family or friends," said Governor Paul E. Patton in introducing the initiative in February. "The Host Kit is a resource that helps remind Kentuckians of the reasons people travel here from all over the world. It gets residents involved in directly promoting the state and the great things to do here," he said. For more details on tourism promotions go to **[www.kytourism.com/main.asp](http://www.kytourism.com/main.asp)** and click on MEDIA & TRADE.

Many cultural heritage initiatives and support mechanisms are being developed in the private, non-profit and government sectors of the economy. The Share Your Heritage initiative of the Partners in Tourism is just one example of the many programs in place, but the five principals and four steps developed by the National Trust for Historic Preservation (one of the Partners in Tourism) are universal in developing successful and sustainable cultural heritage tourism in Kentucky.



### *The five principals for developing cultural heritage tourism:*

1. Collaborate
2. Find the Fit Between the Community and Tourism
3. Make Sites and Programs Come Alive
4. Focus on Quality and Authenticity
5. Preserve and Protect Resources

### *The four steps for getting started:*

1. Assess the Potential
2. Plan and Organize
3. Prepare, Protect and Manage
4. Market for Success





# On the National Front

## President Bush Announces Choices for National Council on the Arts

In February President Bush announced his choices for the National Council on the Arts, the advisory body of the National Endowment for the Arts. Once the nominations are made, the Senate Committee on Health, Education, Labor and Pensions will review them.

The National Council on the Arts advises the Chair of the National Endowment for the Arts on policies, programs, and procedures for carrying out the agency's functions, duties and responsibilities. Council members are chosen for their widely recognized knowledge of the arts, their expertise or profound interest in the arts, and their established record of distinguished service or achievement in the arts.

The President announced his intention to nominate the following individuals to serve on the Council: Don V. Cogman (Scottsdale, Arizona and New Canaan, Connecticut), Chairman of CC Investments; Katharine Cramer DeWitt (Cincinnati), arts patron and community activist; David Gelernter (Woodbridge, Connecticut), Yale University professor of computer science, art critic, author and artist; Teresa Lozano Long (Austin, Texas), educator, patron and trustee; Maribeth Walton McGinley (Glendale, California), creative designer, art director and independent businesswoman; and Deedie Potter Rose (Dallas, Texas), art collector and patron of the arts.

Additionally, six members of Congress serve on the Council in an ex officio capacity, including Sens. Mike DeWine (R-Ohio), Richard Durbin (D-Ill.) and Jeff Sessions (R-Ala.) and Reps. Cass Ballenger (R-N.C.), Betty McCollum (D-Minn.) and Howard McKeon (R-Calif.).

For more information, contact the NEA Office of Communications at (202) 682-5570 or visit the NEA Web site at [www.arts.gov](http://www.arts.gov).



## NEA Web Resource on Funding Opportunities Updated and Expanded

**Cultural Funding: Federal Opportunities**, the National Endowment for the Arts' Web resource on federal funding programs, has been updated to include additional programs and more examples of successful projects. This Web resource assists nonprofit arts organizations in identifying and accessing potential federal support for cultural projects.

Cultural Funding: Federal Opportunities has three components: examples of arts organizations' projects that have received funding through programs within federal departments and agencies, a directory of those programs, and reference tools to further assist the research process. The current updating brings the number of federal programs to 120 and the number of project examples to 250.

For additional information, contact the National Endowment for the Arts' Office of Communications at (202) 682-5570, or visit [www.arts.gov](http://www.arts.gov). Go directly to the Cultural Funding: Federal Opportunities site at [www.arts.gov/federal.html](http://www.arts.gov/federal.html).

## Smithsonian SITES Exhibitions Available

Each year, the Smithsonian Institution Traveling Exhibition Service (SITES) shares the wealth of Smithsonian collections and research programs with millions of people outside of Washington, D.C. One of the Smithsonian's four National Programs, SITES makes available a wide range of exhibitions about art, science and history, which are shown not only in museums but wherever people live, work and play: in libraries, science centers, historical societies, community centers, schools and shopping malls. In 2002 SITES will celebrate 50 years of connecting Americans to their shared cultural heritage.

While the majority of SITES exhibitions are booked far in advance, some are still available during 2002. Exhibitors must meet security requirements, pay a participation fee to SITES for each booking period, and pay for outgoing shipping to the next location on the tour. For complete information about exhibition content and requirements for hosting SITES exhibitions, visit the website at [www.si.edu/sites](http://www.si.edu/sites), or contact SITES' Office of Scheduling and Exhibitor Relations at (202) 357-3168 x4.

Smithsonian Affiliations (SA), another Smithsonian National Program, establishes ongoing collaborations with museums, cultural institutions and educational organizations throughout the country. SA facilitates long-term loans of artifacts, creates internship and fellowship programs, and forms national alliances with diverse cultural communities. Call (202) 633-9870, or visit the Web site at [www.affiliations.si.edu](http://www.affiliations.si.edu).



# START News Update



DeWitt Wallace-Reader's Digest Fund  
Lila Wallace-Reader's Digest Fund

## Kentucky Arts Council Forms Partnership with 14 Performing Arts Centers

The Kentucky Arts Council has entered into a partnership agreement with 14 Kentucky performing arts organizations and centers to increase cultural participation across the Commonwealth. Through the Kentucky START (State Arts Partnership for Cultural Participation) Initiative, the KAC will work closely with the centers over the next 2 1/2 years to develop standards for building participation in the arts. Information and research, including best practices developed during the project, will be disseminated both locally and nationally to assist other organizations in increasing cultural participation. *(For more details on the multi-year project with the centers, please see the March/April 2002 Blue Moon)*

Though all the organizations working with the Kentucky Arts Council in this phase of the START Initiative focus at least in part on the performing arts, they are a very diverse group. The organizations are located from the far west of Kentucky to the eastern part of the state and all points in between, in both urban and rural areas. Some of the organizations are primarily performing arts centers that do their own programming for the presenting season, while others include a partnership between the center and a local arts organization. The organizations use both historic and new facilities, including one that is not yet built. Though extremely different in their makeup, location and mission, all the centers are vital to the quality of life in their community.

The Kentucky Arts Council is pleased to announce our partnership with the following organizations:

### **Appalshop, Whitesburg**

Appalshop is an arts, education and cultural center which produces and presents work that celebrates the culture and voices the concerns of people living in the Appalachian Mountains. Committed to artistic and programmatic excellence and service to the community, Appalshop believes that a community must use tools of cultural transmission to tell their own stories on their own terms.

[www.appalshop.org](http://www.appalshop.org)

### **Capitol Arts Alliance, Bowling Green**

The Capitol Arts Center enriches the quality of life in the region through arts experiences by presenting professional productions through their Capitol Series, Family Series, School Day Performance Series, educational outreach programs and special events. The Center also provides a stage for 14 affiliate organizations.

[www.capitolarts.com](http://www.capitolarts.com)

### **Four Rivers Center, Paducah**

Designed as a regional, multi-use facility, Four Rivers Center for the Performing Arts is being constructed on downtown Paducah's riverfront. The facility is scheduled to open in 2004. [www.fourriverscenter.org](http://www.fourriverscenter.org)

### **Glema Mahr Center for the Arts, Madisonville**

The mission of the Glema Mahr Center for the Arts is to develop diverse visual, cultural and artistic programming which serves the community and the college's service area, and through that programming, to nurture an appreciation for a wide variety of art forms. Part of Madisonville Community College, the Center presents a wide range of performance series and education programs. [www.glemacenter.org](http://www.glemacenter.org)

### **Henderson Fine Arts Center and Henderson Area Arts Alliance, Henderson**

The Center is operated by Henderson Community College, a part of the Kentucky Community and Technical College System. This premier event facility of the tri-county area offers a 981-seat performance hall, state-of-the-art meeting space and two art galleries.

The Henderson Area Arts Alliance is the single largest presenter for the Henderson Fine Arts Center. Their mission is to provide an affordable program of performing arts for the enjoyment and education of both children and adults in the Henderson area.

[www.hencc.kctcs.net/finearts.htm](http://www.hencc.kctcs.net/finearts.htm)

### **Kentucky Center for the Arts, Louisville**

The Kentucky Center for the Arts is dedicated to enriching our state, community and region by reaching out to an ever-changing population through quality educational programs, accessibility services and a diverse array of the finest performing arts presented at our state-of-the-art facilities that both compliment and enhance the patron experience. [www.kentuckycenter.org](http://www.kentuckycenter.org)

### **Kentucky Center for Rural Development and Lake Cumberland Performing Arts Series, Somerset**

The Kentucky Center for Rural Development, in partnership with the Lake Cumberland Performing Arts Series, presents a season of public performances and a School Time Theatre series. The Center, whose primary mission is that "no young person will need to leave home to find his or her future," strives to improve the quality of life of the region.



The purpose of the Lake Cumberland Performing Arts Series is to "sponsor, organize and promote cultural offerings to the people of Somerset and surrounding geographical areas...for the love, support and appreciation of cultural activities." [www.centertech.com](http://www.centertech.com)

#### **Leeds Center for the Arts, Winchester**

The mission of the Leeds Center is to maintain the Center as an "information, performance and resource center for visual and performing arts in the area." Leeds Center for the Arts was developed through a desire to present regional touring productions, produce local dramas, comedies, and musicals, and host a variety of artistic and informative community events.

[www.leedscenter.com](http://www.leedscenter.com)

#### **Mountain Arts Center, Prestonsburg**

Opened in 1996, the Mountain Arts Center is home to the Kentucky Opry as well as a variety of other programming including country, bluegrass, gospel, popular and classical music. In addition to presenting performances, the Center has a full recording studio and can also record live from the theater stage or other rooms in the facility.

[www.macarts.org](http://www.macarts.org)

#### **Paducah Community College Fine Arts Center, Paducah**

Paducah Community College's Arts in FOCUS Series strives to present a diverse selection of the performing arts, to introduce new works to the community, to involve the youth of the community in the arts, and to provide educational experiences in the arts. The Series has presented touring productions for thirty years, in addition to presenting Paducah Community College Theatre and Music Department productions, and a lecture series.

[sats.padcc.kctcs.net/community/arts/arts\\_in\\_focus](http://sats.padcc.kctcs.net/community/arts/arts_in_focus)

#### **Paramount Arts Center, Ashland**

The mission of the Paramount Arts Center, which has presented performing arts since 1972, is to "inspire, educate and entertain." Presenting several series of interdisciplinary arts programming, the Paramount serves the tri-state region, with Boyd and Greenup counties as the primary service area.

[www.paramountartscenter.com](http://www.paramountartscenter.com)

#### **Pennyroyal Arts Council, Hopkinsville**

The Pennyroyal Arts Council was established in 1977 to "encourage, develop and promote the appreciation of the arts through: education, support, service and presentation." Performances are held in the Alhambra Theatre, a historic proscenium theatre built in 1927. The Pennyroyal Arts Council presents three series, and the Alhambra is used almost 200 days a year by over 50 organizations.

#### **RiverPark Center, Owensboro**

Opened in 1992, RiverPark Center "seeks to improve quality of life by hosting and presenting diverse arts and civic events, focusing on arts in education." Serving over 150,000 patrons annually, RiverPark focuses on programming which attempts to complement, rather than

compete with, existing arts programming, particularly that presented by the resident user groups.

[www.riverparkcenter.org](http://www.riverparkcenter.org)

#### **Singletary Center for the Arts, Lexington**

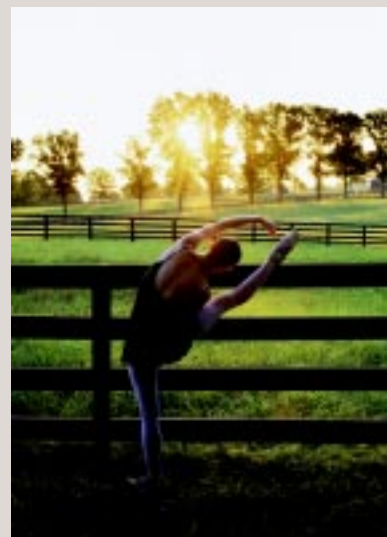
Situated on the University of Kentucky campus, the Singletary Center for the Arts serves as the performance hall for the University as well as for many community and regional events. Opened in the fall of 1979, the Center has presented almost all of the 175 annual performances by the School of Music faculty and students, and hosts an average of 380 events annually.

[www.uky.edu/SCFA](http://www.uky.edu/SCFA)

For more information about the Kentucky START initiative, contact Lori Meadows, Executive Staff Advisor, 1-888-833-2787, ext. 4812, or e-mail

[lori.meadows@mail.state.ky.us](mailto:lori.meadows@mail.state.ky.us); for more information regarding the partner performing arts centers please see their individual Web sites.

## *Kentucky: The State of the Arts Recognized*



At the Louisville Advertising Federation's Louie Awards Gala held on March 2, 2002, *Kentucky: The State of the Arts* became a double award-winner. This poster, created by PowerCreative for the Kentucky Arts Council, won a "Louie" in the "Advertising for the Arts - Collateral Material" category and a Silver in the "Visual and Audio Elements of Advertising - Still Photography, Color" category.



# Notes from the Field

## Reporting from

**Anderson, Breckinridge, Bullitt, Franklin, Hardin, Jefferson, Jessamine, LaRue, Marion, Meade, Mercer, Nelson, Oldham, Spencer, Shelby, Washington, and Woodford Counties.**

*I would like to take this opportunity to showcase the development of one arts council in the north central region that began less than two years ago. The Breckinridge County Arts Council serves as a model for the manner in which an arts council in your community can begin. Thank you, Roberta Anthony, for summarizing the start-up events and continuing efforts of your wonderful arts council. I invite anyone who wishes to investigate the formation of an arts council to contact me. I will be happy to help. The following is Roberta's summary.*

*The Family and Consumer Science Council in Breckinridge County is charged with expanding the educational opportunities in the area of arts and humanities. During community meetings in the Fall of 2000, it was discovered, through a review of a Family Resource Youth Service Center needs assessment and the Kentucky Department of Education Test Scores, that a definite need for the formation of an Arts Council existed in Breckinridge County. On November 28, 2000, an Arts Council formation meeting was held, with Patricia Ritter, Kentucky Arts Council Circuit Rider, present to give assistance.*

*The first community program that our arts council undertook was an admission-free performance showcasing local talent. On December 27, 2000, a meeting was held to formalize the plans for this performance. Committees were formed to contact performers, organize performance times, contact visual artists, organize displays, arrange for publicity, document*

*the event through video and photography, and provide for refreshments after the event. Our "Premiere Showcase" event was held on February 10, 2000, at Breckinridge County High School. Visual artists had displays in the commons area, while the performances, including dance, vocal, instrumentals and drama, were held in the school auditorium. This event was a huge success. We expected 100 people to attend; however, over 400 people came to see a presentation of the arts that exist in Breckinridge County.*

*In order to secure funds for start-up expenses for the council, a first-year \$1,000 grant application was submitted to the KAC Community Arts Development Program on January 9, 2001. It was subsequently approved. Three of our members attended the grant review meeting in Frankfort and found this to be very informative and helpful in preparing future grants. The Breckinridge County Family and Consumer Science Council provided the \$250 matching funds for the \$1000 Community Arts Development grant that we received from the KAC. A membership campaign for "Friends of the Arts" was initiated in September 2001 and is an ongoing effort that will provide the matching funds to increase our Community Arts Development grant over the next four years.*

*Executive officers and committee chairs were elected at the March 2001 meeting of the council. The executive officers met in September to draw up a rough draft of by-laws for the council. These by-laws were reviewed and adopted by the board at the October 2001 meeting. Plans were also made for the year 2002 events, including a bus trip to Berea in July, and a drama workshop for community members.*

*Continued efforts are made by council members to ascertain the needs and wants of our community in the area of the arts. Our council also takes advantage of the many services offered by the Kentucky Arts Council. A workshop to develop a three-year plan will be held this spring utilizing the services of a KPAN advisor. The most*

*important thing to remember is not to get discouraged if the general community does not receive every event enthusiastically. All efforts are winners.*

*Roberta Anthony, President, Breckinridge County Arts Council.*

*Your Circuit Rider,*  
*Suzanne Adams*

**213 N. Hite Avenue  
Louisville, KY 40206  
Phone: (502) 895-9407  
FAX: (502) 895-8608 (call  
business number first to  
send)  
allsaid@iglou.com**

## Reporting from

**Adair, Allen, Barren, Casey, Clinton, Cumberland, Edmonson, Grayson, Green, Hart, Metcalfe, Monroe, Russell, Simpson, Taylor, Warren, and Wayne Counties.**

*The KAC Circuit Riders were recently invited to Western Kentucky University in Bowling Green to meet with the wonderful people who head the Folk Studies program. We look forward to working with them in the future on various projects and partnerships. It was our lucky day to get a tour of the Kentucky Building and a behind-the-scenes look at the archives and special collections. The Kentucky Building was established by WKU's first President, Henry Hardin Cherry, "to preserve*





Kentucky's history and heritage." The Kentucky Building houses the Kentucky Museum, Kentucky Library, Manuscripts and Folklife Archives and University Archives. "These areas contain thousands of artifacts, rare books, maps, photographs, genealogical materials, journals and family and political papers. This unique partnership of museum and library resources provides researchers, scholars, and visitors with a broad-based overview of Kentucky's history, culture and people."

The Department of Library Special Collections is open year-round except for University holidays and appointments are not necessary for individuals unless you have special research needs. Class visits and large group tours must be scheduled in advance. Please call (270) 745-6258.

The Kentucky Museum provides educational opportunities for elementary, secondary and college students and the general public. In May they are offering Student Art Workshops on Tuesdays, Wednesday and Thursdays with a limit of thirty students per workshop. On June 1<sup>st</sup> they will be offering a Professional Development Session from 9:30 to 12:30 that will include hands-on activities for the classroom that encompass the design principles of pattern and balance and emphasize using various world cultures. The cost is \$15. For additional information or to sign up for a workshop, please call Lynne Ferguson or Laura Harper Lee at the Kentucky Museum at WKU at (270) 745-6082.

*Your Circuit Rider,*  
*Pat Ritter*

**P.O. Box 509  
Burkesville, KY 42717  
(270) 433-5605  
pat.ritter@mail.state.ky.us  
FAX (270) 433-5605**

## Reporting from

**Bath, Boone, Bourbon, Boyd, Bracken, Campbell, Carroll, Carter, Clark, Elliott, Fayette, Flemming, Gallatin, Grant, Greenup, Harrison, Henry, Kenton, Lewis, Mason, Menifee, Montgomery, Morgan, Nicholas, Owen, Pendleton, Robertson, Rowan, Scott, and Trimble Counties.**

This month the spotlight shines on the Ashland Area Art Gallery in the arts and cultural district of downtown Ashland, at 1516 Winchester Avenue (on historic Route 23). In addition to providing excellent exhibits of local, regional and national significance, this venerable organization has just gone through a major expansion, adding a state of the art pottery studio to its second floor. This studio has already graduated an initial class of potters and provides an excellent opportunity for adults and children interested in learning the craft. The AAAG has initiated a partnership with the Welfare-to-Work program, providing training and workspace for clients to produce a new concept, "Quilted Pots" combining the heritage 2-D craft motifs of the region with a 3-D creative product. The Gallery is also the instigator, incubator and home for the Ashland Area Woodcarvers, a group of local artisans who meet weekly at the Gallery, on Thursdays at 5:00. For more information, please contact Brenda Keathley, the Gallery's Executive Director at (606) 329-1826.

Watch this space for more information on an exciting workshop for individual artists coming in August, sponsored by Montgomery County Council for the Arts and ArtsKentucky, dealing with such marketing issues as portfolio development, slides and preparing for fairs and festivals.

For more regional happenings, check out my newsletter at the Arts Kentucky website, [www.artsky.org](http://www.artsky.org). I depend on hearing from you to keep me informed of your events, so please make sure I'm on your mailing lists. Thanks for staying in touch.

*Your Circuit Rider,*  
*Casey Billings*

**POB 431  
Stanton, KY 40380  
(859) 543-0091  
casey.billings@mail.state.ky.us  
FAX (859) 543-0091**

## Reporting from

**Bell, Boyle, Breathitt, Clay, Estill, Floyd, Garrard, Harlan, Jackson, Johnson, Knott, Knox, Laurel, Lawence, Lee, Leslie, Letcher, Lincoln, McCreary, Madison, Magoffin, Martin, Owsley, Perry, Pike, Powell, Pulaski, Rockcastle, Whitley, and Wolfe Counties.**

Along with the snow this winter, there has been a plethora of computer worms and viruses. If you have had a change of e-mail address, please send me your new e-mail so that we can keep in touch. If you lose track of me, you can always find my current contact information on the KAC website.

With the advent of spring, arts events and festivals are blooming across Eastern Kentucky. These events are an important part of our region's growing cultural tourism industry, and they depend on the excellence of our artists, craftspeople and performers. One concern that has been voiced by many leaders in our region is that we need to look to the



# .....Notes From the Field.....

Continued

future, to ensure that our next generation of artists has the skills and interest to continue the traditions of excellence.

There are numerous summer camps and arts programs designed to give youth the opportunity to pursue their interests and hone their skills. One such program is the Cowan Creek Mountain Music School in Letcher County (June 24-29). It is exciting because it brings together some of the region's most dynamic musicians (Lee Sexton, Randy Wilson, Ray Slone, Rich Kirby and many others) and because it is made possible by a partnership effort. The music school is produced by Arts Partners, a project of Appalshop in partnership with the 21<sup>st</sup> Century Learning Centers project of the Letcher County School Board, and the staff of the Cowan Community Center (a program partner of Save the Children) and Cowan Elementary School. Arts Partners has received a grant from the Association of Performing Arts Presenters, and Appalshop receives operating support from the Kentucky Arts Council. Scholarships for the music camp are being provided for Letcher County students through the 21<sup>st</sup> Century Learning Program. Students from other counties may be eligible for scholarships through their local family resource and youth service centers.

The old adage that "it takes a village to raise a child" is certainly true, and it takes the combined efforts of us all to raise the next generation of artists.

If you would like more information about Cowan Creek Mountain Music School, call Appalshop at (606) 633-0108.

**Your Circuit Rider,  
Judy Sizemore**  
217 Black Lick Road  
McKee, KY 40447  
(606) 364-5831  
judy.sizemore@mail.state.ky.us  
FAX (606) 364-2940

## Reporting from

**Ballard, Butler, Caldwell,  
Calloway, Carlisle, Christian,  
Crittenden, Daviess, Fulton,  
Graves, Hancock, Henderson,  
Hickman, Hopkins, Livingston,  
Logan, Lyon, Marshall, McCracken,  
McLean, Muhlenberg, Ohio,  
Todd, Trigg, Union, and  
Webster Counties.**

It's spring, the annual season of renewal and beginnings. And I'd like to use this space to talk about some renewals and beginnings in the arts in Western Kentucky.

First, I'd like to list some beginnings. Three new community arts organizations were founded to provide opportunities for artists of all ages through their programming.

The New Horizons Cultural Program of Hopkinsville was created by Aaron Pettus and other interested citizens to reach out to the underserved young people of Hopkinsville and Christian County. New Horizons programming is in its infant stages, but already they have recognized that they can reach the youth of their region by offering hands-on opportunities to participate in the arts. Their long-range goal is to build a community center where young people can come to participate in arts activities, receive tutoring in academic areas, and learn to become active, involved citizens of their community.

The Alhambra Chamber Orchestra of Hopkinsville is also a response to community needs and interests. Steve O'Neal and his friends have created a local orchestra, dedicated to providing orchestral opportunities for musicians of all ages in the region. The members are actively rehearsing and held their first public concert in March.

The Paducah Youth Orchestra is both a renewal and a beginning. Originally created and maintained under the aegis of the Paducah Symphony, the Youth Orchestra has reorganized as a separate organization. The mission is the same. Under the leadership of Doug Van Fleet, the youth orchestra will continue to provide an opportunity for the young musicians of Paducah and the Jackson Purchase to learn and grow.

Two 'renewals' are worth noting. The Russellville Arts Council is now in the early stages of restoring a downtown movie theatre in their community so they can expand their already busy programming schedule. The International Bluegrass Music Museum in Owensboro has just reopened after a major expansion. Their mission is the same. They will continue celebrating the music that is so much a part of Kentucky. Congratulations to them and to the new director, Chuck Hayes.

These communities and people have sensed a need and a place for the arts in everyday life and have worked to make it happen. If you see a similar need or opportunity in your own city or neighborhood or region and want to make things like this happen, the KAC and I will be happy to help. All you have to do is let us know.

**Your Circuit Rider,  
Mary Jackson-Haugen**  
P.O. Box 93  
Mayfield, KY 42066  
(270) 247-1088  
mary.jackson-  
haugen@mail.state.ky.us  
FAX (270) 247-1057







Partial funding  
has been provided by  
The Kentucky Arts Council  
a state agency in the  
Education, Arts and Humanities Cabinet  
with support from the  
National Endowment for the Arts



## Why Credit the Arts Council?

Within each grant cycle, we receive several calls or e-mails requesting waivers from crediting the Arts Council for funding support on an organization's print, radio, TV or Web materials. The requests seem valid on a circumstantial level: "the designer can't work it in," "we can't afford the space in our ad," "our school doesn't send out press releases," and "Oh, this applies to our Web site?" Rather than focus on the reasons providers of the arts, arts education and arts programming can't always meet the terms of agreement, let's look at the value of grantees taking a proactive approach to building a "brand" of public support for the arts in Kentucky.

In FY2002, the Arts Council granted or awarded almost \$3 million in 18 grant programs. Not one of those providers said they could do the work with less money and think of the possibilities for an organization, agency, or school with expanded funding.

The reality of public funding increasing or decreasing is a matter of public will. Advocacy groups like Kentucky Citizen's for the Arts have served their constituency well, but until there is a broad public recognition of the Arts Council's role in the delivery of the arts to individual's lives, there will not be a groundswell of support. Creators, performers, educators, audiences, parents, community leaders and the media all support quality arts experiences in Kentucky, but few know from whence it came. It is exciting to see front page full color newspaper coverage of a residency project in the schools that involves parents, community, artists and businesses and at the same time disheartening to read through the whole article to find out that this project "was made possible by a grant." Period. Where did the grant come from? Did it fall out of the sky?

Imagine this! What if every FY2002 grantee went beyond compliance and suddenly became proactive in carrying the Arts Council banner? The entities that were awarded 436 grants claim to have served six million people in the aggregate. For the sake of number extrapolation, let's just assume that each person served received a program with the Arts Council logo on it. Let's add to that the free media coverage derived from press releases. If each grantee sent only one release a year (e.g., announcing the receipt of their grant) and is covered by a media outlet of 10,000 (balancing the distribution of small town presses with the *Louisville Courier Journal* or *Lexington Herald-Leader*), the Arts Council will be recognized another 4,360,000 times. The numbers become wildly speculative when one considers multiple events, curtain speeches for parents at school events, signage, electronic and print newsletters, Web sites, advertising, marketing materials, documentation publications, talk show interviews and letters to the editor.

To put the numbers in perspective, we believe that a realistic goal for successful Arts Council branding would be that every Kentuckian (approx. 4 million) comes in contact with the acknowledgement of the Arts Council once a week during the course of a year. That objective means that the credit will be seen or heard 208,000,000 times. Are you up to the challenge? How many impressions can your organization generate?

## ~ HOT DATES! ~

### APPLICATION DEADLINES

- MAY 29** Craft Marketing Jury  
Samples by Mail
- JUN 1** Individual Artists  
Professional Development
- JUN 3** Craft Marketing Jury  
Samples by Delivery
- JUL 2** Visual Arts at the Market

### BOARD MEETINGS

- JUN 21** Bowling Green
- SEP 20** Lexington
- DEC 6** Louisville

### EVENTS

- APR 25-MAY 12** KY Visions,  
Frankfort
- MAY 4-12** National Tourism Week
- JUN 8-10** Americans for the Arts  
Annual Meeting, Nashville
- JUN 19-23** American Craft  
Council/SE Region Confer-  
ence, Farmville, VA
- AUG 9-10** Craft Workshop  
Weekend, Danville
- SEP 4** Kentucky On Stage,  
Louisville
- SEP 5-6** stART Institute for Arts  
Participation, Louisville



## Kentucky



## Visions

The Kentucky Arts Council was again privileged, at the invitation of Governor Paul E. and First Lady Judi Patton, to coordinate the Executive Mansion art exhibition, *Kentucky Visions: 2002*. Timothy Weber, Director of Visual Arts, Media, and Craft at the Tennessee Arts Commission served as Curator for this exciting show of 46 Kentucky artists.

*Kentucky Visions: 2002* opened on April 25 and will remain on view at the Executive Mansion through May 12. In addition to being shown during the many events hosted by the Governor and First Lady in the weeks surrounding the Kentucky Derby, the art exhibit is also open to the general public. The Executive Mansion is open to the public, by appointment, Tuesdays through Thursdays, 9:00 – 11:00 am. To tour the exhibit and/or the Mansion, please call (502) 564-3449.

We appreciate the Governor and First Lady's strong support of Kentucky artists and offer our congratulations to the artists selected for *Kentucky Visions: 2002*!

**Ruth Ann Antle**, Russell Springs, *Kentucky Wildcat*, digitally enhanced photography

**William Brooks**, Louisville, *Frosted Pasture*, digital photography

**Marianne Brown**, Lawrenceburg, *Roman Bowl: Textured*, clay

**Mary Craik**, Louisville, *View From Toehead Island*, quilted wall hanging

**Janice Darnell**, Taylorsville, *Forest Paths*, fiber

**Luckett Davidson**, Louisville, *Leaf Fossil with Geodes*, kentucky creekstone, paint, cord

**W. Leon Davis**, Bowling Green, *Roadside Stories of Yesterday*, fine-art photograph toned

**Lynne Ferguson**, Glasgow, *Leslie Avenue Winter 2000*, acrylic on paper

**Linda Fifield**, McKee, *Earth, Water, Wind and Fire 8*, mixed media

**Jack Fifield**, McKee, *Pearl*, quilted maple African blackwood

**Joseph Fitzpatrick**, Louisville, *The Garden at Ashland III*, oil on paper

**Susan Goldstein**, Lexington, *Triple Crown*, clay/raku

**Ellen Guyer**, Lexington, *Big Bird and Buddies*, colored pencil and ink

**Myrna Hamkins**, Lexington, *Lake Herrington*, graphite and colored pencil

**Elsie Kay Harris**, Lexington, *Whispering Ridge*, acrylic on canvas

**Claudia Hatfield**, Lexington, *Rock Fence-Raven's Run*, oil/canvas

**Kenneth Hayden**, Louisville, *Mimi*, oil on canvas

**Barbara Houghton**, Alexandria, *Bouquet/Flowers From My Garden*, digital photography

**Shayne Hull**, Louisville, *Gwen Kelly*, oil on panel

**Kathy Johnson**, Lexington, *Bluegrass Duet*, watercolor/pastel on paper

**Rita Kent**, Louisville, *Straight Creep Tiple*, silverhalide photograph

**John Lackey**, Lexington, *Bend in the Elkhorn*, linoleum block print

**Bob Lanham**, Frankfort, *Henderson Sunrise*, color photography

**Sallie Lanham**, Frankfort, *Tree House*, oil

**Jan McKenzie Keene**, Union, *Red Caps*, acrylic/canvas

**Joy Moeller**, Louisville, *Summer Morning on the Porch*, oil on canvas

**Andrew Moore**, Frankfort, *Lee Sexton*, digital photography

**Kurt Nicaise**, Covington, *Acrid Red*, acrylic, dry pigment, ash on canvas

**Ken Page**, Lakeside Park, *Wind Rows*, acrylic/canvas

**Marti Plager**, Louisville, *Kentucky Native-Spring*, quilt art

**Randel Plowman**, Bellevue, *They Tried To Call*, mixed media

**Chris Ramsey**, Somerset, *Mini Hat Tree with 10 Mini Hats*, wood/turning

**Mara Ringo**, Bardstown, *Heaven Hill*, giclee print with mixed media

**Rhonda Robinson**, Smith, *Brush Mountain Memories*, oil on canvas

**Mark Selter**, Lebanon, *Clouds Over Arbuckle*, oil on canvas

**Denise Spaulding**, Catlettsburg, *Double Bill and Beyond*, watercolor

**Bernie Stebenne**, Henderson, *Soft Landing*, wood/acrylics

**Marilyn Swan**, Lexington, *Red Bush*, acrylic on paper

**Kopana Terry**, Lexington, *The Farrier*, photography

**Mark Thomas**, Goshen, *Dancing Horse*, oil

**Markey Weaver**, Louisville, *Shaker Barn*, acrylic

**Sharon Weis**, Louisville, *Scenic Loop, Cherokee Park*, oil on panel

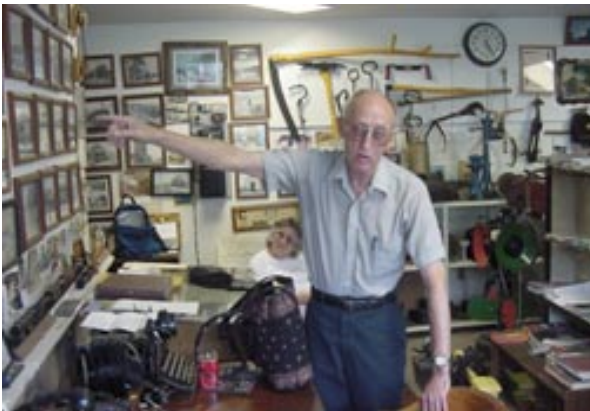
**Frances Wells**, Sturgis, *Sturgis, Kentucky 1945*, watercolor

**Steve White**, Maysville, *The Country Doctor*, watercolor

**Constance Wozny**, Eastwood, *Roses Are For Everyone*, album and custom box



# Update: The Route 23 Driving Tour



A.N. Stafford, volunteer manager of the Elkhorn City Railroad Museum offers wealth of history and culture in photographs and artifacts.

Research is nearly complete on the Route 23 Driving Tour, a project initiated by the Kentucky Arts Council in May of 1998. The tour, which will be completed and ready to release by the spring of 2003, covers over 200 miles of Eastern Kentucky back roads. The tour begins on Route 23, across the Ohio River from Portsmouth, Ohio, and ends in Whitesburg, Kentucky. Route 23 acts as the spine and starting point, from which tourists can access country roads that will immerse them in the cultural heritage of this region of our state.

The idea of a driving tour came out of a series of visioning meetings that were held in 1998 in counties in Eastern Kentucky that bordered U.S. 23. Surveys of the traditional folklife of the region had been conducted prior to 1998, but in the Fall a series of nine cultural surveys were completed by folklorists, and formed the foundation for the tour. The driving tour is modeled after tours developed in Washington State that guide visitors through the cultural landscape of Eastern Washington State and the Olympic Peninsula.

## Practical Implications of the Research

- Kentucky Folklife Program has featured artists from the Route 23 and Highway 31W at the last three folklife festivals.
- Kentucky Folklife Program has developed exhibits relating to the folklife of Route 23 and Highway 31W, and residents of these regions use these exhibits during their own local festivals.
- Organized networks of leaders have formed out of the Route 23 initiative, leading to more local involvement in promoting cultural heritage tourism.
- Regions are developing welcome centers where our research will provide the foundation for exhibits, demonstrations, etc.

## Timeline at a Glance

Research period ends	Summer '02
Design phase begins	Late Summer, 2002
Production begins	Fall & Winter '02-'03
Tour ready to release	Spring '03

As research wraps up in the summer of 2002, project leaders Judy Sizemore and Casey Billings will work with other state agencies such as the Kentucky Heritage Council and Environmental Education to get their insight on which sites are most relevant for the tourist.

The tour itself will include a printed guidebook and two CDs. Visitors will play the CDs as they travel Route 23 by car, and it will provide the listener with the sounds and stories of Eastern Kentucky, immersing them in the culture of the region. A narrator will guide the traveler, and interviews with national and local artists will provide an entertaining and educational experience. The CDs aurally take you to such diverse places as the inside of an Old Regular Baptist Church, onboard a riverboat in the Ohio river and to a field where residents gather every year to here the frogs announce the beginning of Spring.

The tour may also be used by tour operators, and played to groups as they travel by bus along the route. A printed guidebook will accompany the CDs, and will provide driving directions, details about sites, events and traditions, and will guide the visitor to services such as restaurants, lodging and other amenities. The guide will also provide more detail for destinations that are off the beaten path, providing the adventurous tourist with options for travel deeper into the region.

For more information contact:

Bob Gates, Director, Kentucky Folklife Program, (502) 564-1792 or [bob.gates@mail.state.ky.us](mailto:bob.gates@mail.state.ky.us)

Chris Harp, Community Arts Director, (502) 564-3757 ext. 4809 or [chris.harp@mail.state.ky.us](mailto:chris.harp@mail.state.ky.us)



Kesse Stuart's boyhood home in W Hollow.



# ArtsStart!

## For Early Childhood



On February 13<sup>th</sup> the advisory committee for **ArtsStart!**, the Kentucky Arts Council's newest arts education program, met to discuss ways to provide arts education for Kentucky's preschool children. The advisory committee is made up of leading professionals in the childcare and arts education fields. The committee objective is to support the ArtsStart! program in ways that will ensure its success. They are also exploring other ways to enhance preschool arts education in Kentucky.

The committee is unanimous in its belief that parental involvement is a vital component to arts education. At the February meeting they recommended that every residency require that the artist, facility personnel, children and their parents come together for a special activity. In addition, the resident artist and facility staff must come together for professional development sessions prior to the residency.

Assistance and support for facilities and artists is crucial to encouraging participation and assuring quality in ArtsStart!. Workshops will be provided for artists, directors and facility staff. These workshops will equip artists with a greater understanding of age appropriate child development theory and supply them with the tools with which to serve this population. Facilities personnel will focus on how to incorporate art into their curriculum. The committee agreed that the KAC should offer assistance in writing ArtsStart! residency applications as well as providing applicants with information on potential sources of matching funds. A comprehensive resource list for facilities and child development guides for artists are being compiled.

The Kentucky Arts Council is enthusiastic about the productive foundation work that has already been done by the ArtsStart! advisory committee. The crucial partnerships established through this committee and with childcare agencies throughout the commonwealth represent wonderful new opportunities for preschool arts education in Kentucky.

For further information about ArtsStart! contact Lisa Rosenbarker, Program Coordinator at (859) 985-1226, or [lrosenbarker@madisoncocan.org](mailto:lrosenbarker@madisoncocan.org) or John S. Benjamin at (502) 564-3757, ext. 4813 or [john.benjamin@mail.state.ky.us](mailto:john.benjamin@mail.state.ky.us).

## Inner Visions: KAC's Youth Arts Program a Success in Jefferson County

A student at Caritas Peace Academy in Louisville began his letter to the artist: "Mr. John Gage, Thank you for coming to teach us the blues. It was a lot of fun. I learned a few new chords on the guitar, too. Thanks." Meanwhile across town at Ten Broeck KMI, students working with folk musician Sue Massek were composing their own songs, with such lyrics as these: "I am tall as my imagination will let me be."

"It is stories like these that makes us realize how effective art programs for youth at risk can be," said John Benjamin. "Funding for art programs is money well spent because the arts effect change not from the outside in, but from the inside out."

The Inner Visions program was originated to provide youth at risk with experiences that not only engaged them in art-making, but reinforced positive behaviors, provided positive adult role models, and offered a sense of achievement. The program is funded by a federal grant from the US Department of Education and will continue through the summer.

Since its January start, approximately 500 at risk students in Jefferson County's private childcare and juvenile justice programs have worked with over 25 artists in their schools. At each school the students have received instruction and hands-on art experiences in at least three diverse, but interconnected disciplines. For example, the students at Bellewood and Boys Haven have studied the artistic elements of rhythm and pattern through drumming with Phyllis Free, dancing with Harlina Churn Diallo, and tie-dyeing with visual artist Ashi El Eruoa-Bey.



Two artists combined their own literary and visual arts disciplines, creating multidisciplinary arts experiences. Writer Laverne Zabielski helped her students create beautiful hand-made journals at Cardinal Youth Development Center while visual artist Jane McTeigue worked with her students making handmade journals and pop-up books at Maryhurst School. The students were eager to use their self-designed journals as a place for personal reflection or writing poetry.

Said Zabielski, "The work with these students was rewarding and challenging. On the first day I met a lot of resistance from them. The students did not want to perceive themselves as artists, and they certainly didn't want to write; but I just refused to give up on them, or to lower my expectations for what we could accomplish." By the end of her residency, she said each boy was proud of the fact that he had made a 'real' book. "And the boy who insisted he wasn't an artist," Zabielski said, "ended up writing a three-stanza hip hop song in his journal. You could tell he was really proud."

Christine Corbin, associate principal of Maryhurst School has been pleased with the books created by her students working with Jane McTeigue. "They've tie-dyed covers, stitched books and spines. Each student also created shadow boxes for the poetry they had written with their teacher in class."

In addition to the classroom arts experiences, nearly all the students in seven of the schools have hosted an actor from Stage One Theatre and seen a theatrical production.

**ART WORKS  
FOR KENTUCKY**

**Find out how at  
[www.kyarts.org](http://www.kyarts.org)**

## Team-Building for the START Participation Institute

The planning for the Kentucky Arts Council's *START Participation Institute* is well underway. This training institute replaces the biennial statewide arts conference in 2002. The Institute is geared toward assisting arts organizations in developing a new approach to increasing participation in the arts, and is directly linked to the Wallace-Reader's Digest grant to increase cultural participation awarded to the Kentucky Arts Council last year.

The two-day Institute will be a focused training program available only to arts organizations that have received operating support through the Community Arts Development, General Operating Support or Challenge grant programs during the following fiscal years:

**Community Arts Development  
General Operating Support  
Challenge**

**FY03 or FY02  
FY02 or FY01  
FY02 or FY01**

Registration for the Institute will be by application. Organizations are required to develop teams of up to four key members to attend the Institute. The main point to remember when putting a team together is that crucial roles must be filled in order for your team to succeed. The participation of decision-makers, those who are open to new concepts, and those in charge of implementing programs is necessary in order to ensure successful use of the Institute training.

Team membership should include the following types of organizational members:

### *Organizations with staff*

Executive Director (required)  
Board Member (required)  
Program Staff  
Volunteer or other key staff member

### *Organizations without staff*

Board Chair (required)  
Board Member (required)  
Volunteer  
Volunteer

Currently we are developing a short application that will be mailed to organizations in April. Applications will be reviewed by program staff, and up to 37 teams will be invited to attend the Institute. Teams will be notified in July if their registration has been approved. Through the Wallace/Readers Digest grant, the Kentucky Arts Council will subsidize team members' lodging and food while attending the Institute.

Teams completing the Institute will be eligible for a new Kentucky Arts Council grant program, **START Building Participation**, which will support a new experimental arts participation initiative. The grant is subsidized by the START Program.

In addition, a number of statewide arts organizations will be invited to audit the Institute to learn about the Kentucky START Initiative and methods for increasing participation. These organizations will not be required to develop a team and will not be eligible for the new grant program. There will be a registration fee for organizations that choose to audit the Institute.

For more information on the Institute, call Chris Harp, Community Arts Director at 1-888-833-2787, ext. 4809, or by e-mail at [chris.harp@mail.state.ky.us](mailto:chris.harp@mail.state.ky.us)



# Spring 2002 Grant Awards

## FY2002 Individual Artist Professional Development

FAYETTE .....	Ari Luis Palos.....	500
HARRISON.....	Ben Mansur.....	500
JEFFERSON.....	Sarah Gorham.....	500
JEFFERSON.....	Kenneth Hayden.....	500
MADISON .....	Betsy Kurzinger .....	500
<b>TOTAL .....</b>		<b>\$2,500</b>

## FY2003 Community Arts Development

BOYD .....	Arts Council of NE KY .....	5,000
BOYLE .....	Arts Com of Danville/Boyle Co ....	4,000
BRACKEN .....	Augusta Art Guild .....	1,000
BRECKINRIDGE	Breckinridge Co Arts Council .....	2,000
CASEY .....	Casey Co Community Arts Cou ..	1,000
CHRISTIAN .....	New Horizons Cultural Program....	1,000
ESTILL.....	Estill Arts Council .....	2,000
FAYETTE .....	Guild for Artists w Disabilities.....	2,000
FRANKLIN .....	Operation Half-Note.....	3,000
GRANT.....	Eagle Creek Arts Council .....	1,000
GREEN .....	Green County Arts Council.....	1,000
HARLAN .....	Harlan County Arts Council .....	1,000
JEFFERSON .....	The Highland Players .....	1,000
JEFFERSON .....	The Jazz in Community Found .....	1,000
JEFFERSON .....	Juneteenth Legacy Theatre .....	3,000
KENTON .....	Duveneck Center .....	2,000
LAUREL.....	Eastern KY Storytelling Guild.....	2,000
LAUREL.....	Appalachian Heritage Highways....	2,000
LAWRENCE .....	Lawrence County Arts Council.....	4,000
LESLIE .....	Leslie Co Arts and Crafts Cou .....	1,000
LOGAN.....	City of Russellville- Arts Council ..	4,000
MASON .....	Ohio River Valley Artists Guild.....	3,000
MCCRACKEN ..	Paducah Youth Orchestra.....	1,000
NICHOLAS .....	Croft Foundation Inc.....	1,000
PIKE .....	App. Rural Cultural Heritage Edu..	4,000
PULASKI.....	Musical Artists Society of KY .....	5,000
WARREN.....	BG Chamber Orchestra, Inc. ....	3,000
WAYNE .....	Wayne Co Arts/Cultural Council ..	1,000
<b>TOTAL .....</b>		<b>\$62,000</b>

## FY2003 Salary Assistance

BOYLE .....	Arts Com Danville/Boyle Co.....	7,000
CLARK .....	Winch Cncl for Arts, Leeds Ctr ..	10,000
CRITTENDEN ..	Fohs Hall Comm'ty Arts Found.....	7,000
JEFFERSON .....	Juneteenth Legacy Theatre .....	10,000
JEFFERSON .....	Pleiades Theatre Co .....	10,000
MADISON .....	Berea Arts Council, Inc. ....	7,000
WARREN.....	Capitol Arts Alliance .....	10,000
WOLFE .....	Wolfe County Arts Association ...	10,000
<b>TOTAL .....</b>		<b>\$71,000</b>

## FY2003 Arts on Tour

BELL .....	DT Pineville DBA KY Mt Conc Cn ..	7,500
BOYD .....	Paramount Arts Center .....	5,000
CHRISTIAN .....	Pennyroyal Arts Council .....	5,800
DAVIESS .....	RiverPark Center, Inc. ....	7,500
EDMONSON .....	Mammoth Cave National Park .....	900
FRANKLIN .....	Frankfort Arts Foundation .....	7,500
HARDIN .....	Hardin Co Schs Perf Arts Ctr.....	7,500
HENDERSON....	Henderson Area Arts Alliance .....	2,950
HOPKINS .....	Glema Mahr Theatre.....	7,500
JEFFERSON .....	Kentucky Center for the Arts .....	750
JEFFERSON .....	Learning Pursuits, Inc. ....	3,775
KENTON .....	Behringer-Crawford Museum.....	1,800
MADISON .....	Richmond Area Arts Council .....	4,500
MCCRACKEN ..	Paducah Community College.....	3,250
PERRY .....	Greater Hazard Area Arts Co .....	7,500
PULASKI.....	Master Musicians Festival .....	4,050
PULASKI.....	Lake Cumberland Perf Arts .....	6,000
WARREN.....	Capitol Arts Alliance .....	900
WHITLEY .....	Fine Arts Assn of SE Kentucky.....	3,000
<b>TOTAL .....</b>		<b>\$87,675</b>

## FY2003 Artist in Residence

BOYLE .....	KY School for the Deaf .....	5,760
BOYLE .....	Jennie Rogers Elementary .....	5,760
BOYLE .....	Boyle County Middle School .....	5,760
CHRISTIAN .....	Highland Elementary School .....	2,135
CLAY .....	Clay Co MS Youth Svc Ctr.....	2,325
CLAY .....	Big Creek/Oneida FRC .....	2,325
FRANKLIN .....	Bondurant Middle School .....	5,760
GRAYSON .....	Clarkson Elementary School .....	5,760
HENDERSON....	Niagara Elementary .....	2,325
KNOX .....	Artemus Elementary School .....	5,760
LIVINGSTON ..	Ledbetter Elementary School .....	5,760
MCCRACKEN ..	Paducah Middle School .....	2,325
OHIO .....	Fordsville Elementary .....	2,325
ROWAN.....	Rowan Co. Schools.....	5,760
SPENCER.....	Spencer County Elementary .....	4,320
<b>TOTAL .....</b>		<b>\$64,160</b>

## FY2003 Community Artist in Residence

HARLAN .....	Southeast Community College ..	10,000
JEFFERSON .....	Louisville Deaf Oral School .....	10,000
KENTON .....	Covington Community Center .....	2,500
KENTON .....	Behringer-Crawford Museum.....	10,000
WARREN.....	Kentucky Museum at WKU .....	10,000
<b>TOTAL .....</b>		<b>\$42,500</b>





## FY2003 Artist in Residence

## Roster of Artists

**Dick "Richard" Albin**

MULTI-DISCIPLINARY Theatre/  
Storytelling/Music  
Atlanta, GA

**Pat Banks**

VISUAL ARTS Painting  
Richmond, KY

**Mitch Barrett**

MULTI-DISCIPLINARY Music/  
Storytelling  
Berea, KY

**Russel Blake**

MUSIC  
Chula Vista, CA

**Don Boklage**

MULTI-DISCIPLINARY Storytelling/  
Visual Arts  
Harrodsburg, KY

**Russ Childers**

FOLKLIFE/TRADITIONAL ARTS Folk/  
Traditional Music  
Batavia, OH

**Cynthia Cooke**

VISUAL ARTS  
Louisville, KY

**Antoinette Crawford-Willis**

MULTI-DISCIPLINARY Dance/Theatre  
Louisville, KY

**Deborah Denenfeld**

DANCE Ethnic-Jazz  
Springfield, KY

**Chris Doerflinger**

MULTI-DISCIPLINARY Dance/Theatre  
Louisville, KY

**Ashi El Eruoa-Bey**

VISUAL ARTS  
Louisville, KY

**Mary "Molly" Elkind**

CRAFTS Fiber  
Louisville, KY

**Normandi Ellis**

LITERATURE Fiction  
Frankfort, KY

**Kathi Ellis**

THEATRE Theatre/Young Audience  
Louisville, KY

**Tamara Fitzpatrick**

PHOTOGRAPHY  
Brooklyn, NY

**Kacey Frazier**

DANCE  
Louisville, KY

**Oyo Fummilayo**

FOLKLIFE/TRADITIONAL ARTS Oral  
Traditions  
Danville, KY

**Mary Hamilton**

FOLKLIFE/TRADITIONAL ARTS  
Storytelling/Literature  
Frankfort, KY

**Yolantha Harrison-Pace**

MULTI-DISCIPLINARY Theatre/  
Movement  
Danville, KY

**Debra Hille**

CRAFTS Mixed Media  
Berea, KY

**Dane Hosler**

THEATRE Theatre/Young Audience  
Richmond, KY

**Peter D. Jaquish**

VISUAL ARTS Graphics  
Covington, KY

**Addie Langford**

CRAFTS Clay  
Louisville, KY

**Sue Masek**

FOLKLIFE/TRADITIONAL ARTS Folk/  
Traditional Music  
Willisburg, KY

**Jeanette McDermott**

PHOTOGRAPHY  
Louisville, KY

**Jane McTeigue**

VISUAL ARTS Graphics  
Bonnieville, KY

**Ruben Moreno**

MEDIA ARTS Video  
Louisville, KY

**Susan Mullins**

MUSIC Ethnic-Jazz  
Berea, KY

**Sarah Paulson**

VISUAL ARTS  
Burkesville, KY

**Patricia Ritter**

VISUAL ARTS Painting  
Burkesville, KY

**Steve Roenker**

THEATRE Theatre/Young Audience  
Covington, KY

**Jennifer Rose**

MULTI-DISCIPLINARY Dance/Music  
Berea, KY

**A. Delaire Rowe Finley**

VISUAL ARTS Painting  
Bowling Green, KY

**Reba Rye**

VISUAL ARTS  
Frankfort, KY

**Sue Schroeder**

DANCE Modern  
Decatur, GA

**Octavia Sexton**

FOLKLIFE/TRADITIONAL ARTS Oral  
Traditions  
Orlando, KY

**James Robert Sherburne, Sr.**

LITERATURE Fiction  
Lawrenceburg, KY

**Annie Silva**

FOLKLIFE/TRADITIONAL ARTS Folk/  
Traditional Crafts & Visual Arts  
Bowling Green, KY

**Allison Upshaw**

OPERA/MUSICAL THEATRE Opera  
Atlanta, GA

**Luann Vermillion**

CRAFTS Paper  
Whitesburg, KY

**Maria Whaley**

DANCE  
Flatwoods, KY

**Tandra White-Jennings**

FOLKLIFE/TRADITIONAL ARTS Oral  
Traditions  
Lexington, KY

**Laverne Zabielski**

MULTI-DISCIPLINARY Literature/  
Visual Arts  
Lexington, KY



# Coming Soon: A New Look for KAC Grant Applications

The Kentucky Arts Council is undergoing extensive planning and revision of its programs through implementation of a new standards based assessment system, and the Integrative Approach to Increasing Participation (please see the January/February and March/April 2002 issues of the *Blue Moon* for more information on the Integrative Approach). Though much of the initial work is internal to the KAC and will be occurring over an extended period of time, significant changes will be apparent in both the FY2004 *Guide to Programs*, and in the guidelines and applications themselves.

Following the development of standards for the KAC (please see the January/February issue of the *Blue Moon* for more information on the Standards Based Assessment process), programs will be assessed to identify which agency standards apply to the individual programs. This new means of looking at the programs will enable us to focus on how they each work to help meet the mission and goals of the KAC.

Applying the standards based process to all the programs at the KAC will occur over the next year and a half; however, all Community Arts programs and the Kentucky Arts on Tour program will be completed by July 1, 2002. A new grant program, START Building Participation, which will be available to organizations that attend the September START Institute, has been developed using the new standards based process. You'll notice significant content and structural changes in the guidelines and applications for the aforementioned programs, as well as preliminary revisions to all of the remaining programs including, but not limited to, the items highlighted below.

**Participation Focus:** Responding to the charge of both the KAC mission that "the people of Kentucky value and participate in the arts," and our work to encourage broader public participation in the arts as established by the KAC's role in the State Arts Partnership for Cultural Participation, a primary component of all KAC programs will be participation in the arts. Applicants will assess current participation, and be informed by developing research in order to identify and develop new participation goals and strategies for their work.

**Performance Expectations:** "Performance Expectations" will replace the current "Review Criteria" in the guidelines and applications. This change will allow the applicant to describe work currently underway, and to address very specific expectations for funded applicants in each program. The KAC will clearly outline each point which should be addressed, indicating to the applicant exactly what is expected throughout the course of the project period.

**Intent to Apply:** Intent to Apply forms are used by KAC staff to help "troubleshoot" any problems with an application before the actual grant deadline, i.e. whether an application is in the correct category or whether the proposed project is eligible, as well as the number of applications which might be received in a program category. Though currently not required, Intent to Apply forms will become mandatory for specific programs, beginning with the FY 2004 Community Arts, Kentucky Arts on Tour, and START Building Participation programs.

**Deadlines:** Grant deadlines for specific programs will remain the same from year to year, barring any need for major changes. Applications with deadlines falling on a Saturday, Sunday, or state or federal holidays will be accepted until 4:30 pm on the next business day. Late applications will not be accepted under any circumstance.

**Timeline:** All grant guidelines and applications will include a "timeline," including the deadlines for Intent to Apply and Applications, the month of the panel review, and the month of funding notification.

Watch for additional information regarding our changes to guidelines and applications in the July/August *Blue Moon* as we work with our applicants to ensure that "the people of Kentucky value and participate in the arts!"

## Dave Caudill to Create *Spirit of Peace* Award

Kentucky Craft Marketing Program juried participant **Dave Caudill** was selected to create the "Spirit of Peace" award, which will be presented to former First Lady Rosalynn Carter on May 20, 2002. Caritas and the Kentucky Chapter of the National Alliance for the Mentally Ill (NAMI) sponsored the annual award to honor people who have helped remove the stigma attached to mental illness. For more information on the dinner and opportunities to meet Mrs. Carter, call NAMI at (502) 245-5287.



## Access Workshops

### *Available in May*

The Kentucky Center for the Arts Access Services with the support of the Kentucky Arts Council will be conducting the following workshops as technical assistance to arts providers in a diverse range of accessibility services.

#### Access in Practice

##### "A Positive Approach to Accessibility Services"

Kentucky Center for the Arts in partnership with Stage One Family Theatre

Understanding the basics of the ADA and Planning for Access Services.  
View Stage One's *The Music Lesson* with Audio Description and Captioned Theater provided.  
Making Visual Arts Accessible.  
Guest Speakers.

#### Access By Design

##### "A Positive Approach to Accessibility Services"

Access planning today, tomorrow and next year.  
Understanding the ADA and your arts organizations responsibility.  
Marketing access services.

Glema Mahr Center for the Arts  
Thursday, May 2<sup>nd</sup>  
1:00 pm - 4:00 pm  
Madisonville Community College  
2000 College Drive  
Madisonville, KY 42431  
<http://www.glemacenter.org>  
Purchase Area/Western Region

Appalshop  
Wednesday, May 7<sup>th</sup>  
1:00 pm - 4:00 pm  
91 Madison Avenue  
Whitesburg, KY 41858  
<http://www.ns.appalshop.org>  
South/South Eastern Region

#### Access By Design II

##### "A Positive Approach to Accessibility Services"

Engage in dialogue about the challenges of creating accessible arts. Locating funding for Access Services. Practical Skills for staff and Volunteers.

Behringer Crawford Museum  
Tuesday, May 14<sup>th</sup>  
1:00 pm - 4:00 pm  
1600 Montague Road  
Devou Park  
Covington, KY 41011  
North/Northeastern Region

South Central Kentucky Cultural Center  
Thursday May 30<sup>th</sup>  
1:00 pm - 4:00 pm  
207 W. Main Street  
Glasgow, KY 42141  
Central/South Central Region

Please fax, mail or email your reservation to Stacy Ridgway, Access Coordinator  
Kentucky Center for the Arts  
501 West Main Street  
Louisville, KY 40202  
(502) 562.0111 (V)  
(502) 562.0140 (T)  
(502) 562.0180 (Fax)  
[sridgway@kentuckycenter.org](mailto:sridgway@kentuckycenter.org)

## Partnerships Affirming Community Transformation

The Rockefeller Foundation's Partnerships Affirming Community Transformation (PACT) is seeking requests for proposals. PACT supports community cultural development projects undertaken by artists and other cultural professionals in collaboration with community members to express identity, concerns and aspirations through the arts and media; to expand cultural capacity; and to contribute to social change. The 2002 round of PACT grants will be awarded to a range of U.S.-based projects in which community artists or teams use their artistic and organizing skills to advance the development of an identified community, be it geographic, a community of interest, or any other affinity. Funding requests may cover project periods from twelve months to three years. Proposals must be received no later than May 17, 2002. For more information see [www.rockfound.org](http://www.rockfound.org)

## Collapse of Enron Affects Arts World

Energy giant Enron is in bankruptcy proceedings and is reported to be selling its assets. Auction houses are already seeking the job of selling the Enron art collection. For the past few years, the company has actively collected art for its Houston offices. Many purchases were made in New York from dealers and at auction. The company's focus was largely contemporary avant-garde art and included works by Donald Judd, Claes Oldenberg and Martin Puryear.

With the collapse of Enron comes the loss of their support to museums and a shocking ripple effect as Enron investors' fortunes have evaporated with the plummet of Enron stock. For instance, a major unnamed contributor to the Metropolitan lost \$2 billion in the collapse.  
*Courtesy of Arts Biz Bits*

## Quotable Quote

**"Every child is an artist. The problem is how to remain an artist once he grows up."**

**- Pablo Picasso (1881 - 1973)**



## KCMP Adopts Changes to Annual Jury Session!



Many new craft initiatives are being developed at the state level in Kentucky that are increasing the need for high-quality work from Kentucky artists. In response to this increasing demand, the Kentucky Craft Marketing Program (KCMP) has been re-evaluating the jury process that provides entry for many of the state's craftspeople into these initiatives. As a result, several revisions to the jury process are being made.

### **Inclusion of in-state representatives on the jury panel:**

Mike Stutland, owner and buyer of Artique; Tim Glotzbach, director of The Kentucky School of Craft; and Victoria Faoro, executive director of The Kentucky Artisans Center at Berea will serve as the 2002 in-state jurors who will join the three out-of-state jurors who have comprised the jurors' panel since the jury session was instituted in 1982. The 2002 Jurors are: Cease Giddings, Folkworks, Evanston, Illinois (retailer and returning juror); Betty Talbott, Ohio Designer Craftsmen Gallery, Columbus, Ohio (craft gallery administrator); and Robert Coleman, Mount Vernon, Ohio (craftsperson). An additional juror, a juried participant of the Craft Marketing Program, will continue to be included on the panel in the event of disparity or borderline scores. Staff of the Kentucky Folklife Program will provide advisory support in determining the authenticity of traditional and folk crafts, especially from diverse cultures.

### **Establishment of a Mentor Program**

A mentor program will assist jury applicants whose scores fall within a few points of the qualifying score. Those applicants will be referred to KCMP juried participants who will assist them in understanding how to bring his/her work to the standards required by the KCMP. Applicants successfully completing the mentor program will be accepted into the juried portion of the KCMP and granted all the benefits therein without having to wait an additional year to rejury. During the mentor process, the applicants will attend the KCMP wholesaling workshop and the Market orientation.

For additional information on the jury process and to request an application, please contact Anna Marie Walker, (502) 829-5613, ext. 4815; or email [annamarie.walker@mail.state.ky.us](mailto:annamarie.walker@mail.state.ky.us).

## *Kentucky Folk Artists Salute The Great American Spirit*



"Ground Zero" (Quilt) by Mary Craik



When Phyllis George gets an idea, it happens. Those that have known her since her days as First Lady of Kentucky can attest to that. She has left a legacy for art and craft in founding the Kentucky Art and Craft Foundation and the Kentucky Craft Marketing Program twenty years ago and she is still a champion for Kentucky's artistic expression through craft.

Her response to the events of September 11, 2001 was at once swift and heartfelt. Living in Manhattan yet still connected to Kentucky through her children and a residence in Lexington, she knew that "...Kentucky's folk artists could help us capture our country's current emotions by creating pieces for a very special folk art exhibit." She immediately contacted Garry Barker and Adrian Swain at the Kentucky Folk Art Center to ask if this could happen. Both agreed that it was a wonderful idea and proceeded to coordinate and curate the show. She then enlisted the collaboration of the Kentucky Art and Craft Foundation and the Kentucky Craft Marketing Program. And now, "The beautiful works these folk artists have created reflect our spirit and emotions at this extraordinary moment in our country's history," says Phyllis George. "I know they will inspire us and help us heal."



Although the exhibit was first unveiled at *Kentucky Crafted: The Market* on February 28-March 2, 2002, there is ample opportunity for Kentuckians to experience the work of these 38 artists who have approached the subject in widely different ways. Selected pieces from the exhibit will be on display at the Kentucky Art and Craft Foundation Brown-Forman Gallery from June 15-August 15, 2002 and then the exhibition will be shown in its entirety at the Kentucky Folk Art Center in Morehead from November 3, 2002 through February 8, 2003.

"These images may not be pleasant," says curator Adrian Swain, "but it's not the duty of artists to make us feel comfortable. As long as free speech and free artistic expression remain alive, our society stands a good chance of retaining its integrity. The diversity presented here passes the litmus test that confirms our personal freedom and our continued ability to voice opinion free from coercion."

## Change in Community: Making New Connections

"Change in Community: Making New Connections" is the theme of the 23<sup>rd</sup> Annual Institute for Arts Management, sponsored by Arts Extension Service of the University of Massachusetts Amherst. The three-day series of intensive workshops, discussions and presentations is scheduled for June 27-29 at Smith College in Northampton, Massachusetts. Arts Extension Service (AES) is the nation's leading provider of continuing professional education in arts management, as well as a pioneer and a leader in distance education in arts management training. Complete program details are available at [www.umass.edu/aes](http://www.umass.edu/aes), by e-mail at [aes@admin.umass.edu](mailto:aes@admin.umass.edu) or by calling (413) 545-2360.

## Media Working Group Spring 2002 Workshop Schedule

### May 11

#### REvolution OF MEDIA ARTS ON THE INTERNET

Site: Union Institute, Cincinnati, Ohio

Time: 10am - 4pm Co-Presenters: CINCINNATI-NORTHERN KENTUCKY FILM COMMISSION AND UNION INSTITUTE — Fee\$35

- ▶ Media Streaming: The Basic for Audio and Video Streaming
- ▶ New Media = New Art Forms
- ▶ Re-Structuring of Distribution Patterns of Media Arts
- ▶ What Ever Happened to Napster?
- ▶ E-commerce for Film, Video and Multi-media artists
- ▶ Elements of Web Design

### June 1

#### ARTS E-COMMERCE FOR NON-PROFITS: THE NEW DOT.ORGs

Site: W.T. Young Library UK - Gallery, Rose St., Lexington KY

Time: 10am - 4pm Co-Presenters: KENTUCKY ARTS COUNCIL AND ARTS KENTUCKY — Fee \$35

- ▶ Clicks and Mortar - Buying and Selling On-line
- ▶ Nuts and Bolts of E-Commerce (Third Party Transactions, Portals, Merchant Accounts)
- ▶ Representation and Promotion
- ▶ Sustainability and Management of E-Commerce (in a physical sense)
- ▶ Co-op Models
- ▶ Elements of Web Design

### June 8

#### ADVANCING THE MISSION OF ARTS ORGANIZATIONS ON THE INTERNET

Site: Warren County Cooperative Extension Office, 3132 Nashville Rd., Bowling Green, KY 42101

Time: 10am - 4pm Central Time Co-Presenters: KENTUCKY ARTS COUNCIL AND ARTS KENTUCKY — Fee\$35

- ▶ Organizational Strategies for a Networked Community
- ▶ Fundraising On-Line
- ▶ Advanced Promotion Techniques
- ▶ E-Commerce, Buying and Selling On-line
- ▶ Web Site Design for Maximum Access
- ▶ Designing for the Hearing and Seeing Disabled
- ▶ Planning for Multi-lingual Web Sites
- ▶ Planning and Facilitating an Arts Network
- ▶ Getting Internet Connectivity

### June 15

#### LOCAL AREA NETWORKS FOR SMALL AND MEDIUM SIZED ORGANIZATIONS

Site: Burhans Hall, Room 207, Shelby Campus, Shelbyville Rd., Louisville, KY

Time: 10am - 4pm Co-Presenters: KENTUCKY ARTS COUNCIL AND ARTS KENTUCKY — Fee \$35

- ▶ Deciding When to Get Local Area Network
- ▶ Cross Platform Networking
- ▶ Advantages and Disadvantages
- ▶ Cost Savings and Productivity Gains
- ▶ Wireless Networks
- ▶ Connecting to the Internet

Register On-Line at [WWW.MWG.ORG/REGISTRATION](http://WWW.MWG.ORG/REGISTRATION)

Registration Contacts: Fred Johnson, [fjohnson@mwg.org](mailto:fjohnson@mwg.org)

Patricia Donohue, [patricia@mwg.org](mailto:patricia@mwg.org)

Media Working Group, 525 West 5<sup>th</sup> Street, Suite 321, Covington, KY 41011.  
(859) 581-0033





# Focus on Folklife

## Kentucky Folklife Program Outreach and Community Impact

The regional folklife surveys initiated and conducted by the KFP over the past 13 years have brought forth a vast amount of information about Kentucky's diverse traditional culture. Expressions of our selves and our communities through folk art, foodways traditions and occupational folklife have been researched and documented for the sake of both their important archival value and what they have to say about the unique regional culture throughout the state. Yes, documentation and presentation of important Kentucky folk culture remains central to our program's focus, but what might often remain unclear is how our continuing fieldwork and outreach enhances the work of cultural presentation at the local level. Whether it be consulting on the best way to organize a local basketmaking association, the promotion of regional folklife and folk arts along tourism routes through Appalachia, or helping to meet the needs of folk musicians interested in finding new markets for their recorded products, the KFP listens and responds. The following article focuses on two specific examples of current outreach work that has enhanced and propelled the important vision of folklife for communities and individuals alike.

### **Folklife at the Market: February 28<sup>th</sup> through March 3<sup>rd</sup> 2002**

One way the Kentucky Folklife Program continually assists many community-based folk artists and organizations throughout the commonwealth is by guiding them toward avenues of self-promotion. At this year's *Kentucky Crafted: The Market* many folk and traditional performance artists again had the opportunity to bring their recently recorded works to both wholesale and retail customers. Now in its third year, The Marketplace booth, initially created to promote literary and musical performance artists who have received Kentucky Arts Council Fellowships or those accepted into the *Performing Arts Directory*, has expanded to also include folk artists on the KFP's Tour of Kentucky Folk Music Roster. These Tour members, performing and recording in a number of Kentucky-based styles, submitted CDs, tapes and videos to sell at this year's booth.



The Northern Kentucky Brotherhood from Covington warms up in the Marketplace booth prior to their Saturday afternoon performance on the Cultural Stage at the 2002 Market.

In addition groups like gospel singers The Northern Kentucky Brotherhood and Western Kentucky thumbpicker Eddie Pennington performed on the Market's Cultural Stage located adjacent to the sales area. This allowed these artists to meet the Market visitors and sign copies of their recordings following their performances.

During the Market's first two wholesale days buyers from stores such as the Promenade Gallery in Berea and True Kentucky in Glendale took advantage of the vast array of traditional music available. Do you have a store that features Kentucky-based products? If you are interested in learning more about purchasing recordings and writings of some of Kentucky's best artists, contact Heather Lyons, Individual Artists Program Director, for a catalogue of products.

## **The Ball in Motion- Success in Building Localized Folklife infrastructure**

The Kentucky Folklife Program has shared folklife documentation and presentation techniques on a regional level through its Community Scholars and VIP initiatives.

### **Community Scholars**

Throughout their years documenting Kentucky folklife the KFP has continually observed a desire among many Kentuckians to learn fieldwork techniques they can use in their regions. Last year the first Community Scholars Program was born. Initiated as a pilot project in the Jackson County area, and largely facilitated by KAC Circuit Rider Judy Sizemore, this group met monthly with KFP staff members to learn skills like photography, oral history collection and how to conduct a narrative stage. Since finishing this program the Community Scholars have gone on to create an outstanding exhibit of Appalachian family folklore featured at the 2001 Kentucky Folklife Festival.



## VIPs – Very Important Presenters

For the past three years, the VIP (Very Important Presenter) program at the Kentucky Folklife Festival has provided training to those interested in building interpretive folklife festivals within their home communities. At the Festival the VIPs learn the details of folklife festival production by hands-on exploration of such activities as narrative stage facilitation, volunteer scheduling, music stage production and more. From experiences in the VIP program many participants have gone on to create new local festivals or revitalize existing festivals by including a folklife component.

## Fostering Festivals into the Future

Two outstanding Community Scholars and VIP participants have taken this cultural know-how a step further and combined their new skills and their passion for local folklife. Gabrielle Beasley and Mary Reed, longstanding regional arts activists, have initiated a plan to further enhance local cultural festivals. Working with Circuit Rider Judy Sizemore, this team applied for and received funding through an NEA Challenge America FastTrack grant. This funding, along with funding from local Kentucky partners (listed below) are assisting with the mission of the grant: to work with existing and emerging festivals in the Appalachian Heritage Highways service area to improve festival quality and add activities that will attract cultural heritage tourists. The end goal of this grant is to put in place a cultural plan for the region that will also be educational in focus.

Co-director Gabrielle Beasley recently commented on the multifaceted project saying, "The grant has brought together a wonderful mix of experienced organizations that otherwise might not be partners; Appalachian Heritage Highways, the KY Guild of Artists and Craftsmen, CEDET and the Center for Appalachian Studies at ECU, KY Arts Council, the KY Craft Marketing Program and the KY Folklife Program. The KY Folklife Program and Judy Sizemore, KAC Circuit Rider, should be given the credit for getting the ball rolling.

"The KY Folklife program gave their time, energy and all-out support to a small group of laypeople from eastern Kentucky who volunteered to be in their pilot community scholar program. Judy Sizemore recruited and encouraged the community scholar volunteers and then pressed on with writing the NEA Fast Track Grant that is enabling the community scholars and others to improve their community festivals by adding cultural heritage and folklife activities."

Assisting in the effort to bring an appreciation of the importance of folklife in our daily lives into communities throughout Kentucky remains a steadfast mission of the Kentucky Folklife Program. However, the ability to make a difference in this process can only be obtained through positive and nurturing partnerships with agencies and organizations that share this mission, as exemplified by this project lead by Gabrielle Beasley and Mary Reed.

## Kentucky's Community Theater Organizer *Dudley Cocke* Shares Heinz Award

For his outstanding efforts to educate and enlighten through art, **Dudley Cocke** has been awarded the eighth annual Heinz Award for Arts and Humanities. He shares this award with Urban Arts Activist **Rick Lowe**. Dudley Cocke has helped bring to life a regional theater that celebrates the culture and voices of people living in the Appalachian Mountains.

**Dudley Cocke** and a small band of colleagues founded the Roadside Theater in the Appalachian town of Whitesburg, Kentucky, in 1975. It began as part of Appalshop, a non-profit media company that was established in 1969 as a War on Poverty job training program. Today, Roadside performs and conducts residency workshops in locations all across America. Because class-consciousness is integral to its plays, a major component of Roadside's work in recent years has been to attract audiences that represent diverse cross-sections of each community it visits. Roadside's residency process has led thousands of ordinary people to draw upon their individual and collective memories to dramatize their stories in public. The most ambitious communities go on, with Roadside's help, to create theaters of their own.

Mr. Cocke says that one of his goals is to imbue his actors and audiences with true pride. "We hope that it's not a sort of false pride, but rather that it gives people a sense that they are somebody, that they count, that they are visible in this unfolding history of our United States."

Cocke shares the Heinz award with artist and activist **Rick Lowe**, founder of Project Row Houses, a neighborhood-based public art program that renovated 22 "shotgun" houses in the middle of one of Houston's poorest neighborhoods.

The Heinz Family Foundation began as a charitable trust established by the late Senator John Heinz in 1984. In addition to the Arts and Humanities Award, Heinz recognizes individuals in the following categories: Environment; Human Condition; Public Policy; Technology, the Economy and Employment; and a Chairman's Award for lifetime achievement.

For more information visit [www.heinzawards.net](http://www.heinzawards.net)





## American Composers for Lewis and Clark Announces Continental Harmony Program

American Composers for Lewis and Clark: The American Composers Forum has announced its Continental Harmony program, and specifically seeks communities along the Lewis and Clark Trail to apply. The ongoing initiative brings composers into communities to write music for local performers and local celebrations. One community per state will be selected to participate in the program, demonstrating how the arts contribute to our collective spirit. If your community is selected to participate, you will get to host a composer of your choosing. The composer you select will write music that celebrates a special facet of your history, culture or landscape. The application deadline is May 15, and an application packet is available by calling Continental Harmony, (651) 251-2818, or emailing [pshifferd@composersforum.org](mailto:pshifferd@composersforum.org) or visit <http://www.pbs.org/harmony>.

## Business Support to the Arts Reached Record Highs in 2000

Business contributions to the arts reached a record level of \$1.56 billion in 2000, a 34 percent increase from the 1997 amount of \$1.16 million. In 2000, the arts comprised 14 percent of total business philanthropic giving. However, small- to mid-size companies, those with \$1 million or less in revenue, contributed a larger portion of their total giving with 40 percent allocated to the arts.

Companies tended to prefer funding local arts projects, which received 95 percent of all contributions. Top-level executives, owners and partners influence most giving choices, but approximately 35 percent of companies gave the decision making authority to employee committees. While most companies still pulled contributions from a designated giving budget determined by profit, support for the arts also came from marketing, advertising, community relations and public relations budgets.

Along with increased contributions, attitudes continue to favor the arts. According to a summer 2001 survey, a majority of businesses (76%) agreed that an active arts community is "very important" or "somewhat important." The majority of businesses also agreed that involvement with the arts reap direct rewards by offering networking opportunities, stimulating creative thinking and problem solving, and building team spirit.

A follow-up poll taken in October 2001 indicated that most businesses are likely to continue at current giving levels despite a slowing economy. Sixty-four percent of 100 major U.S. companies recognized for their arts support responded that they planned to maintain their level of support to the arts next year; 5 percent said they would increase their support; 12 percent indicated they would decrease their support; and 19 percent did not know.

**Source:** Business Committee for the Arts, 2001 National Survey of Business Support to the Arts.

---

## Lexington Teen Actor Adam Kingsley Receives National ARTS Award Three Other Kentucky Teens Receive National Recognition

**Adam Kingsley**, a senior at Tates Creek High School, has received \$1,500 cash for his participation in the National Foundation for Advancement in the Arts' (NFAA) Arts Recognition and Talent Search (ARTS). He was selected from nearly 6,000 applicants nationwide.

Louisville's **Sharon Elizabeth Dickens**, a bassoonist, and **Rebecca Elizabeth Helm**, a pianist and **Tareneh Rosanna Wilkinson**, a visual artist from Fort Thomas received Merit Recognition Awards. Ashland Inc. sponsors the ARTS program in Kentucky.

Each year through ARTS, exceptionally talented young artists have access to an award package totaling up to \$800,000, \$3 million in scholarship opportunities and the chance to be named a Presidential Scholar in the Arts and honored with a Presidential Scholar medallion in a ceremony sponsored by the White House.

Through ARTS, 99 young artists received an all-expenses paid trip to attend ARTS Week in 2002 in Miami, FL, the final adjudication phase of ARTS, in addition to an unrestricted cash award. During the week the artists were evaluated through a series of performances, master classes, seminars and workshops conducted by well-known artists and arts educators.

For Additional information call 1-800-970-ARTS or visit [www.ARTSawards.org](http://www.ARTSawards.org).





"The arts have proven throughout history to be a critical element in the quality of life. The arts inform, inspire, educate, preserve, connect, and yes, even heal. Art is truly important." — *Marlene Helm, Secretary, Education, Arts and Humanities Cabinet*

"I love Kentucky for everything that it taught me about storytelling, about good manners, about being true to your community and the principles that really matter, and ultimately to its long tradition of great literature and commitment to the arts." — *Barbara Kingsolver*



"As a student, my passion was my art, and I nurtured dreams of a lifetime of creativity, never dreaming that I'd have the ability to influence the arts in so many other ways." — *Crit Luallen, Secretary, Governor's Executive Cabinet*

"I used to think of music as only entertainment, which it is, but it's also a form of art." — *J.D. Crowe*

"I have a personal thank you to all of those kids out there [The Fabulous Leopard Percussionists]. They worked so hard, and they let me perform through them, and I really appreciate that." — *Diane Downs, Director, Fabulous Leopard Percussionists*



"We very quickly discovered the powerful role that the arts play in helping teachers understand all the ways that children come to know and show what they know about the world around them, and about science and social studies, and math, as well as the literary, and visual and performing arts." — *Dr. Linda Hargan, The Collaborative for Teaching and Learning*

"This award has special significance to us because it affirms our belief that a key point in a community's development happens when its residents express its heritage, reality and vision for the future. This is what community arts means to us." — *Tom DiBello, Covington Community Center*



"Art works for everyone, and the arts are alive and flourishing across the commonwealth thanks to the efforts of the individuals and organizations that we're honoring here today." — *Governor Paul E. Patton*



## A MESSAGE FROM THE DIRECTOR

Let's talk about the future.

So much of what is exciting about the work of the Kentucky Arts Council is its ability to move continually toward a long-term vision while managing multiple projects within the short term. One of the best examples of this is the development of a "Percent for Art" program for the Commonwealth. The purpose of this program is to mandate through legislative action that 1% of state construction funds be devoted to original art (i.e. paintings, sculptures and architectural details such as tiles, cornice work and glass). The Percent for Art initiative appeared almost three years ago as a strategy in the KAC's Long Range Plan. A committee has been hard at work for over a year researching and developing legislation to be introduced in the 2003 session of the General Assembly. It looks hopeful that we will have an opportunity to be involved in a state construction project in the near future to check the feasibility of the proposed process.



There are many other initiatives that are either currently in the development stage or have been accomplished from the 2001-2003 Long Range Plan. Here are just a

few examples: ArtsStart!, an early childhood program; a Community Scholars Program that trains community volunteers to collect and document local traditions; a Site Visit Program to strengthen services to new and emerging organizations; a more effective standards-based planning and assessment model; closer coordination between services of the Craft Marketing Program and Individual Artists Program; and a strategic plan to increase knowledge and awareness of the arts across the state.

It seems impossible that the time to develop a new long-range plan for the arts in Kentucky has rolled around again. Plans are already underway for a statewide teleconference, a survey on the KAC Web site, and various other ways of gathering input from constituents and the general public to guide us in designing new goals and strategies. We value the opinions of all who care about the future of the arts in Kentucky, and believe that a good plan is one that reflects a collective vision long into the future. When there is an opportunity to participate in shaping the Kentucky Arts Council's blueprint for the next five years, I urge you to add your voice.

*Gerri Cornbs*



**Kentucky Arts Council  
Old Capitol Annex  
300 West Broadway  
Frankfort, KY 40601-1980**

**[www.kyarts.org](http://www.kyarts.org)**

**WEB  
VERSION**

*Return Service Requested*